

**ABSTRACT OF THE INVENTION**

Methods and systems for receiving and displaying  
5 venue-based data at hand held devices are disclosed  
herein. Data transmitted from one or more venue-based  
data sources may be received by at least one hand held  
device present within a venue, such as a sports stadium  
or concert arena. Such data can be processed for  
10 display on a display screen associated with the hand  
held device. The processed data may be then displayed on  
the display screen, thereby enabling a user of the hand  
held device to view venue-based data through the hand  
held device. Such venue-based data viewable through the  
15 hand held device within the venue may include real-time  
and instant replay video images and clips, advertising  
and promotional information, scheduling, statistical,  
historical and other informational data, or a  
combination thereof.

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